MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2018/2019**

## BMG1614 – MANAGEMENT

( All sections / Groups )

17 OCTOBER 2018
9.00 a.m. – 12.00 p.m.
( 3 Hours )

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of 2 pages (*including* this cover page) with 4 questions only.

2. Attempt **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

**Question 1**

a) Elaborate on the **THREE (3)** management skills that are required by all managers. (10 marks)

b) Explain the **FOUR (4)** task environments in management. (8 marks)

c) Discuss Triple Bottom Line from the management perspective. (7 marks)

**Question 2**

a) What are the **FIVE (5)** characteristics of effective goals? (10 marks)

b) Elaborate on the advantages of **FIVE (5)** common organisational structures. (10 marks)

c) What are the **FIVE (5)** characteristics of innovative companies? (5 marks)

**Question 3**

a) Define the Balance-Scorecard and list the **FOUR (4)** key performance metrics. (10 marks)

b) Distinguish between hierarchical and decentralized approaches in management. (10 marks)

c) Explain why benchmarking is an important component in the Total Quality Management (TQM) programs. (5 marks)

**Question 4**

a) Describe and explain the different directions of communication flow within an organisation and how each could be appropriately used in workplace communication. (10 marks)

b) As a manager of Tea Live branch in Damansara, Kuala Lumpur, you have realized that your team members are not motivated. Use Herzberg's two-factor theory to motivate your employees. What steps can you take to maximize the motivation? (5 marks)

c) "Good management consists in showing average people how to do the work of superior people" ~John D. Rockefellar.
Based on the statement above, briefly describe the **FIVE (5)** hierarchy levels of leadership in management. (10 marks)

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